

ABSTRAK

Pengaruh Pemasaran Online dan Kualitas Produk Terhadap Daya Saing

UMKM Pakaian Jadi Kota Cimahi

Penelitian ini dilakukan pada UMKM Pakaian Jadi Kota Cimahi yang berdasarkan pengamatan peneliti, masih terdapat kelemahan mengenai daya saing UMKM, khususnya yang memproduksi pakaian jadi. Penyebabnya antara lain : pemasaran *online* yang masih dilakukan secara sederhana dan kualitas produk yang belum memiliki dan memenuhi standar mutu yang dipersyaratkan.

Tujuan penelitian ini adalah untuk mengetahui pengaruh pemasaran *online* dan kualitas produk terhadap daya saing UMKM pakaian jadi Kota Cimahi, baik secara parsial maupun simultan.

Adapun hipotesis dalam penelitian ini adalah : pemasaran *online* dan kualitas produk berpengaruh terhadap daya saing UMKM pakaian jadi di Kota Cimahi.

Metode penelitian yang dilakukan yaitu; deskriptif verifikatif dengan pendekatan kuantitatif. Sampel dalam penelitian ini sebanyak 52 responden. Model analisis menggunakan regresi linier berganda, korelasi, determinasi dan uji hipotesis.

Berdasarkan analisis menggunakan SPSS Versi 24.0 For Windows, diperoleh hasil sebagai berikut; kondisi pemasaran online UMKM masuk kategori baik dan kualitas produk juga masuk kategori baik. Persamaan regresi linier berganda yaitu $Y=5,565+0,130 X_1+0,204X_2+ \epsilon$. Korelasi secara total sebesar 0,79, artinya hubungan pemasaran online dan kualitas produk terhadap daya saing UMKM, kuat. Determinasi secara total sebesar 0,629 yang artinya pemasaran online dan kualitas produk berpengaruh terhadap daya saing UMKM pakaian jadi di Kota Cimahi, dan sisanya 37,1 % dipengaruhi oleh variabel lain yang tidak diteliti oleh penulis.

Hasil pengujian hipotesis secara total (uji F) dengan α 5% diperoleh hasil $F_{hitung} > F_{tabel}$ yaitu $35.817 > 3,18$, artinya pemasaran *online* dan kualitas produk berpengaruh positif dan signifikan terhadap daya saing UMKM pakaian jadi di Kota Cimahi.

Kata-kata kunci :

Pemasaran *Online*, Kualitas Produk, dan Daya Saing.

ABSTRACT

The Influence of Online Marketing and Product Quality on the Competitiveness of SMEs of Cimahi City Garments

This research was conducted at UMKM Apparel in Cimahi City which based on the observations of researchers, there are still weaknesses regarding the competitiveness of MSMEs, especially those that produce finished clothes. The reasons include: online marketing which is still carried out simply and the quality of the products that do not yet have and meet the required quality standards.

The purpose of this study was to determine the effect of online marketing and product quality on the competitiveness of SMEs of Cimahi City apparel, either partially or simultaneously.

The hypothesis in this study is: online marketing and product quality have an effect on the competitiveness of SMEs in Cimahi City.

The research method used is; descriptive verification with a quantitative approach. The sample in this study were 52 respondents. The analysis model uses multiple linear regression, correlation, determination and hypothesis testing.

Based on the analysis using SPSS Version 24.0 For Windows, the following results were obtained; MSME online marketing conditions are in good category and product quality is also in good category. The multiple linear regression equation is $Y = 5,565 + 0,130 X1 + 0,204X2 + \epsilon$. The total correlation is 0.79, which means that the relationship between online marketing and product quality on the competitiveness of MSMEs is strong. Total determination is 0.629, which means that online marketing and product quality affect the competitiveness of SMEs in Cimahi City, and the remaining 37.1% is influenced by other variables not examined by the authors.

The results of total hypothesis testing (F test) with α 5% obtained the results of $F_{count} > F_{table}$, namely $35,817 > 3.18$, meaning that online marketing and product quality have a positive and significant effect on the competitiveness of MSME apparel in Cimahi.

Key words:

Online Marketing, Product Quality and Competitiveness.